

**ABSTRACT**

A sign system is provided. The sign system has a hoisting  
5 mechanism for moving a sign between an access or servicing position near  
ground level and an elevated display position. The sign system includes a first  
set of guide members and a second set of guide members and a drive  
system. Each guide member is generally tubular. The guide members of  
each set are connected together for telescopic movement. Each set of guide  
10 members includes an outermost guide member and an innermost guide  
member, one of which serves as an anchor guide member and the other of  
which serves as a sign supporting guide member. The sign supporting guide  
member includes at least one connector for connecting the sign thereto. The  
anchor guide members of the first and second sets of guide members are  
15 fixedly connectable in a generally vertical orientation to a wall or other vertical  
support means in horizontally spaced relation to each other such that the first  
and second sets of guide members are extendible downwards to move the  
sign to the access position and retractable upwards to move the sign to the  
display position. The drive system is operatively connected to the first and  
20 second sets of guide members for selectively moving the first and second sets  
of guide members between the extended position and the retracted position.